



how to **use the logo**

STANDARD LOGO

LOGO WITH FLAGS

printing process

colours

background

digital files

INTRO

In order to preserve the coherence of its image, the ESA logo must be correctly implemented.

This guide sets basic standards and specifications for the use of the logo.

.EPS and .GIF files are provided on a CD-rom for each specific use of the ESA logotype.

It includes a foldout grid for quick and easy reference.

Please always use these files and never alter or redraw the logo.

These guidelines are not exhaustive; a comprehensive statement of the rules for the use of the ESA logotype can be found in the publication "Corporate Identity Guide", which can be obtained from the ESA Communication Department.



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A.

STANDARD LOGOTYPE

2 COLOURS



USES:

when printing in 2 Pantone colours – ESA dark blue - Pantone 2747 and ESA light blue - Pantone 2718 –
on a light background

FILE: color.eps



on a dark background

FILE: color_r.eps



2 COLOURS / SMALL SIZE



USES:

when the diameter of the symbol is less than 12mm, the symbol is solid
on a light background



FILE: color_s.eps



on a dark background



FILE: color_rs.eps



USES:

when printing in 4 colour process – these are CMYK files–
on a light background

FILE: 4color.eps



on a dark background

FILE: 4color_r.eps



**USES:**

when the diameter of the symbol is less than 12mm, the symbol is solid
on a light background



FILE: 4color_s.eps



on a dark background



FILE: 4color_rs.eps



1 COLOUR BLACK

USES:

when printing in a single Pantone colour — the logo is either in black or in ESA dark blue (Pantone 2747)—
on a light background

FILE: black.eps



on a dark background

FILE: black_r.eps



1 COLOUR BLACK / SMALL SIZE

USES:

when the diameter of the symbol is less than 12mm, the symbol is solid
on a light background

FILE: black_s.eps



on a dark background

FILE: black_rs.eps



USES:

when printing in a single Pantone colour — the logo is either in black or in ESA dark blue—
on a light background

FILE: blue.eps



on a dark background

FILE: blue_r.eps

**USES:**

when the diameter of the symbol is less than 12mm, the symbol is solid
on a light background

FILE: blue_s.eps



on a dark background

FILE: blue_rs.eps



LOGO WITH FLAGS

4 COLOURS



USES:

this version of the logo is normally printed in 4colour process
on a *light background*



FILE: cflag.eps



on a *dark background*



FILE: cflag_r.eps



4 COLOURS/SMALL SIZE



USES:

when the diameter of the symbol is less than 12mm, the symbol is solid
on a light background

FILE: cflag_s.eps



on a dark background

FILE: cflag_rs.eps



1 COLOUR BLACK



USES:

this is an exceptional case for internal use only, in documents such as faxes, memos, etc.
NO FURTHER APPLICATIONS OF THIS VERSION ARE ACCEPTABLE.

This version of the logo does not exist reversed to white nor in small size.

on a light background

FILE: bflag.eps



WEB USE

The .GIF file format is meant for on-screen use only.

The solid version of the symbol is the only one accepted for Web use.

Shown below are the only acceptable versions of the ESA logo for screen use. Customised .GIF files can be generated by using the .EPS files.

STANDARD LOGOTYPE



2 COLOURS



USES:

this version of the logo is for on-screen use only
on a light background

FILE: color.gif



on a dark background

FILE: color_r.gif



1 COLOUR BLACK



USES:

this version of the logo is for on-screen use only
on a light background

FILE: black.gif



on a dark background

FILE: black_r.gif

LOGOTYPE WITH FLAGS

4 COLOURS



USES:

this version of the logo is for on-screen use only
on a light background



FILE: cflag.gif



on a dark background



FILE: cflag_r.gif

The signature — European Space Agency / Agence spatiale européenne— should appear on all ESA stationery and publications, positioned at the bottom of the page in accordance with the specific rules described in the "Corporate Identity Guide".

USES:
on a light background



FILE: sign.eps

***European Space Agency
Agence spatiale européenne***

USES:
on a dark background



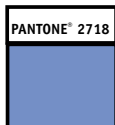
FILE: sign_r.eps

***European Space Agency
Agence spatiale européenne***

The logotype colours are:

- Pantone 2718 for the symbol
- Pantone 2747 for the typography

To ensure consistency in corporate colour reproduction, the chart below gives percentages for use as guidelines.



4 COLOUR PROCESS			
C	M	Y	K
72	43	0	0

RGB		
R	G	B
91	119	204

HTML		
R	G	B
5B	77	CC



4 COLOUR PROCESS			
C	M	Y	K
100	79	0	9

RGB		
R	G	B
28	20	107

HTML		
R	G	B
1C	14	6B

Three fonts, each intended for specific use, have been chosen for the various applications with the ESA brand name.

ESA PROGRAMME

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

USES:

This is a specially designed typeface for ESA.

It exists in upper-case only.

It is exclusively reserved for ESA programme names, such as ENVISAT, SOHO...



FILE:

MAC: EsaP

PC: EsaP.TTF

ESA TITLE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

USES:

This is again a font specially designed for ESA.

It is a titling alphabet used for main titles in publications.



FILE:

MAC: EsaT

PC: EsaT.TTF

*FUTURA MEDIUM CONDENSED***ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890***FUTURA MEDIUM CONDENSED OBLIQUE****ABCDEFGHIJKLMNOPQRSTUVWXYZ******abcdefghijklmnopqrstuvwxyz******1234567890*****USES:**

used for text in institutional and promotional documents.
It replaces the former ESA subtitle font.

ESA has acquired user rights for in-house use.

In addition these fonts may be purchased as URW® typeface:

- **FUTURA MEDIUM CONDENSED**

F01104T

- **FUTURA MEDIUM CONDENSED OBLIQUE**

F01106T

.EPS (*Encapsulated PostScript*) a file format standard that may contain raster data, vector data, or complete page layouts.

4COLOUR PROCESS in printing, reproduction of the full range of colours by use of 4 printing plates, one for each of the primary colours: cyan, magenta, yellow and black (CMYK)

.GIF (*Graphic Interchange Format*) a computer file format for graphics or pictures widely used on the Internet – low resolution and quick to load on a Web page.

HTML a basic language that most web pages use to format the text, images, and layout of what is viewed in the browser.

LOGOTYPE (or LOGO) the name of a company in a special design used as a trademark; usually the combination of the symbol and the corporate name.

PANTONE® brand of printing ink, also a colour matching system.

RGB (*Red, Green and Blue*) the hues of the additive colour system. Normally colours as seen on screen.

SYMBOL a graphic device that distinguishes a company and promotes immediate identification.

UPPER-CASE capital letters.



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